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PATENT

Customer Number 21,602
Attorney Docket No. 07099.1186

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

James POAGE et al.

Serial No.: 09/385,414

Filed: August 30, 1999

For: APPARATUS AND METHOD
FOR CREATING A
MARKETING INITIATIVE

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) Group Art Unit: 2163
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) Examiner: C. Colon
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DEC 12 2001
Technology Center 2100

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

AMENDMENT

In reply to the Office Action dated September 11, 2001, please amend the
application as follows:

IN THE CLAIMS:

Please amend claims 1, 10, 18, 21 and 24, as follows:

1. (Amended) A method for creating a marketing initiative comprising the steps,
performed by a processor, of:

inputting offer parameters for a new initiative, including an initiative time period
and an initiative description;

associating customer selection criteria with the offer parameters;

determining a likelihood that the new initiative will be effective using stored
statistics reflecting hit rates of past initiatives with past sales requests; and

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